



Hellenic Republic

INTERNATIONAL
HELLENIC
UNIVERSITY

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study live excel
in **Thessaloniki**

Schedule - Duration of the Programme

1 year full-time (FT) or 2 years part-time (PT).

Teaching takes place **only during weekends**, once (PT) or twice (FT) a month except for August and September.

Admissions

Our admissions policy supports equality of opportunity. We are focused on building a student community from various backgrounds and national origin.

To be considered for a Master's programme, candidates are required to have:

- ▶ A good university degree from a recognised University
- ▶ An English language certificate with a good score (IELTS or TOEFL or Proficiency)

Career Path

Graduates of the programme can indicatively follow the career paths listed below covering the manufacturing and innovation market needs:

- In companies requiring design and management leadership
- In design studios for product development
- In companies producing industrial products
- In consulting companies
- In research and teaching positions
- In innovative knowledge-intensive start-up companies (e.g. 3D printing, management of disruptive technologies)

In addition to technical skills gained through study, our students benefit from the University's excellent Careers Office in order to attain essential soft skills to fully prepare for the job market.

The University

The **International Hellenic University (IHU)** is the first and only Greek **public** University where programmes are taught **exclusively in English**. It is located in Thessaloniki, a vibrant student metropolis.

We are focused on attracting leading academics and outstanding students from Europe and across the world.

Where to find us

School of Science and Technology

International Hellenic University Campus
14th km Thessaloniki - Nea Moudania
57001 Themi, Thessaloniki
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MSc in

**Strategic
Product Design**



MSc in

Strategic Product Design

Specialisation Streams

(Students choose one of the following streams)

- Product and Services Management
- Product Creativity and Design
- Industrial Design and Innovation

The Programme

The International Hellenic University's MSc in Strategic Product Design offers to postgraduate students a thorough understanding of theory and practice in the areas of product design.

The programme provides graduates from various disciplines with a key set of skills, hands-on experience on advanced software along with state-of-the-art equipment of IHU's Digital Manufacturing and Materials Characterization Laboratory - DMMC lab. It also equips students with knowledge of operations management for real world projects which are crucial to achieve success in the innovation and manufacturing industry and in the management and supply of high quality products.



Programme Structure

First Term - Core Courses

- ▶ Introduction to Strategic Product Design
- ▶ New Product Development
- ▶ Marketing Analysis and Brand Research Strategy

Product and Services Management Stream Core Courses

- ▶ Design and Production
- ▶ Strategies for Extroversion

Product Creativity and Design Stream Core Courses

- ▶ 3D Computer-Aided Design (Rhino)
- ▶ Design Thinking

Industrial Design and Innovation Stream Core Courses

- ▶ 3D Computer-Aided Design (Solidworks)
- ▶ Industrial Design Project

Second Term - Core Courses

Product and Services Management Stream Core Courses

- ▶ Consumer Behaviour
- ▶ Service Design
- ▶ Project Management
- ▶ Purchasing and Negotiations

Product Creativity and Design Stream Core Courses

- ▶ Creative Digital Media
- ▶ Ergonomics – Human Factors
- ▶ Design Morphology and Aesthetics
- ▶ Advanced Modeling and Fabrication

Industrial Design and Innovation Stream Core Courses

- ▶ Materials Technology
- ▶ Ergonomics – Human Factors
- ▶ Design Morphology and Aesthetics
- ▶ Advanced Manufacturing Systems

Second Term - Elective Courses/Consulting Project (Students choose two courses or a consulting project)

Product and Services Management Stream Elective Courses

- ▶ Consulting Project in Product and Services Management
- ▶ Operations Management
- ▶ Strategic Innovation and Entrepreneurship
- ▶ Design for Supply Chain and Logistics
- ▶ Technology Management and Business Engineering
- ▶ Cost Management and Financial Analysis
- ▶ Open Topics in Strategic Product Design

Product Creativity and Design Stream Elective Courses

- ▶ Consulting Project in Product Creativity and Design
- ▶ Advanced Materials and Processes
- ▶ Human Computer Interaction, Design and User Experience
- ▶ Design for the Environment
- ▶ Communication Design
- ▶ Product Photography
- ▶ Open Topics in Strategic Product Design

Industrial Design and Innovation Stream Elective Courses

- ▶ Consulting Project in Industrial Design and Innovation
- ▶ Computational Mechanics
- ▶ Reverse Engineering and 3D Printing
- ▶ Advanced Surface Modelling
- ▶ Biomimicry in Design
- ▶ Automation and Robotics
- ▶ Open Topics in Strategic Product Design

The Dissertation

During the third semester, students work on their Master's Dissertation to specific product design problems, innovation and research. Students have the option to pursue a research-based dissertation of two semesters which leads to MSc in Research in Strategic Product Design and they are awarded with 120 ECTS.

